

ORDER

Flight Dates 10/30/12-11/06/12

<u>Order Sep</u> 00:20:00

Product Estimate # 1897

Contract / Revision 315549 / 95-Obama for America OFA Florida Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

10/22/12 11/05/12 Billing Contact Order Type GENERAL

Advertiser Obama / Democrat / Preside Billing Cycle EOM/EOC

1010 Wisconsin Avenue - Suite #80 Billing Calendar BROADCAST

Washington, DC 20007 Demographic A35+

Agency GMMB Inc

Buying Contact

Rev Codes POL POL CAND

Sales Office EWSDC Product Codes PL
Sales Region NAT Priority FX

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Agency Ref 2

Advertiser Ref

Primary Account Executive

Marta Salazar-Perren

Account Executive Order% Start Date End Date

Marta Salazar-Perren 100%

Oraci Oriaic 70	Market value	
Competing Station	n % of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Market Value

Order Share %

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount \$25,840.00 \$25,840.00 November 2012 28 \$30,400.00 0.00 10/29/12 11/06/12 28 \$30,400.00 \$30,400.00 0.00 Totals 28 \$25,840.00

											Tota	ıls
Ln Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E11 WPTV	10/30/12	2 11/06/12	M-F 6-7a M-F 6-7a	СМ	6-7a	МГWГF	:30	2	\$1,200.00 FX	0.00 NM	2	\$2,400.00
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/3	30/12	11/05/12	MTWTF	1	\$1,200.00	0.00						
Week: 11/0	06/12	11/12/12	- T	1	\$1,200.00	0.00						
E 13 WPTV	10/30/12	2 11/05/12	Su 7-8a	CM	7-8a	S	:30	1	\$425.00 P-1	0.00 NM	1	\$425.00
			Su 7-8a									
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/3	30/12	11/05/12	S	1	\$425.00	0.00						
E 16 WPTV	10/30/12	2 11/06/12		CM	11a-12p	МГЖГБ	:30	2	\$350.00 P-1	0.00 NM	2	\$700.00





Contract / Revision 315549 Flight Dates 10/30/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 10/22/12/ 11/05/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Presid Product 95-Obama for America OFA Estimate # 1897

Ln Ch Start	End	Inventory Code	Prook	Stort/End T	imo Dovo	Len Spo	to Poto Dri	Dta Tuno	Tota	
Ln Ch Start	Ena	Inventory Code M-F 11-12n	Dieak	Start/End T	ille Days	Len Spo	nts Rate FII	Rtg Type	Spois	Amount
a		M-F 11-12n		- .	5.4					
Start Date Week: 10/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF	Spots/Week 1	Rate \$350.00	Rating 0.00					
Week: 11/06/12	11/12/12	- T	1	\$350.00	0.00					
E 17 WPTV 10/30/1	12 11/05/12	M-F 12-1pm M-F 12n-1p	СМ	12-1p	MTWTF	:30	1 \$135.00 P-3	0.00 NM	1	\$125.00
Start Date Week: 10/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF	Spots/Week 1	Rate \$135.00	Rating 0.00					
Spot Ch Date Ra	ange D	escription	Start	/End Time	<u>W</u>	/eekdays		Rtg Type		
5 WPTV 10/30/1 See MG 17		1-F 12-1pm	12-1	p	M	TWThF	:30 (\$135.00)	0.00 <i>NM</i>		
[higher rate										
6 NPTV 11/05/1 → MG for 17.5		I-F 430-5a	430-	5a	M		:30 \$125.00	0.00 NM		
E18 WPTV 10/30/1	12 11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	МГWГF	:30	1 \$125.00 P-3	0.00 NM	1	\$125.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/30/12 Week: 11/06/12	11/05/12 11/12/12	 - T	0	\$125.00 \$125.00	0.00 0.00					
E19 WPTV 10/30/1	12 11/04/12	Sa 10-1030a Sa 10-1030a	СМ	10-1030a	S-	:30	1 \$500.00 FX	0.00 NM	1	\$500.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week 1	Rate \$500.00	Rating 0.00					
E 20 WPTV 10/30/1			CM	4-5p	MTWTF	:30	2 \$600.00 P-1	0.00 NM	2	\$1,200.00
		M-F 4p-5p								
Start Date Week: 10/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF	Spots/Week 2	Rate \$600.00	Rating 0.00					
E 25 WPTV 10/30/1	12 11/05/12	Su 6p Su 6p	CM	6-630p	S	:30	1 \$850.00 FX	0.00 NM	1	\$850.00
Start Date Week: 10/30/12	End Date 11/05/12	Weekdays S	Spots/Week 1	Rate \$850.00	Rating 0.00					
E 27 WPTV 10/30/1	12 11/05/12	Tuesday Prime A the voice	CM	8-9p	- T	:30	1 \$4,000.00 FX	0.00 NM	1	\$4,000.00
Start Date Week: 10/30/12	End Date 11/05/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$4,000.00	Rating 0.00					
E 28 WPTV 10/30/1	12 11/04/12	M-F 11-1135p M-F 11-1135p	СМ	11-1135p	- TWTF	:30	1 \$1,400.00 FX	0.00 NM	1	\$1,400.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays - TWTF	Spots/Week 1	Rate \$1,400.00	Rating 0.00					
E 29 WPTV 10/30/1		Sa 11-1130P	CM	11-1130p	S-	:30	1 \$1,400.00 FX	0.00 NM	1	\$1,400.00
		Sa 11-1130p								
Start Date Week: 10/30/12	End Date 11/05/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$1,400.00	Rating 0.00					
E32 WPTV 10/30/1		M-F 7-9a M-F 7-9a	CM	7-9a	- TWΓF	:30	2 \$1,500.00 FX	0.00 NM	2	\$3,000.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays - TWTF	Spots/Week	Rate \$1,500.00	Rating 0.00					
Week: 11/05/12	11/11/12	- T		\$1,500.00	0.00					
E 34 WPTV 10/30/1	12 11/05/12	M-F 9-10a M-F 9-10a	СМ	9-10a	MTWTF	:30	2 \$650.00 FX	0.00 NM	2	\$1,300.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					





Contract / Revision 315549 Flight Dates 10/30/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 10/22/12/ 11/05/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Presid Product 95-Obama for America OFA Estimate # 1897

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spot	ts	Rate Pri	Rtg Type	Tota Spots	Amount
E 34 WPTV 10/30/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	МГЖГБ	:30	2	\$650.00 FX	0.00 NM	2	\$1,300.00
	nd Date	Weekdays - TWTF	Spots/Week	Rate	Rating						
	1/05/12		2	\$650.00	0.00 MTWTF	.00		ФС75 00 EV	0.00 NIM	0	Ф4 4 5 0 00
E 35 WPTV 10/30/12	11/06/12	M-F 10-11a M-F 10-11a	СМ	10-11a	MI WI F	:30	2	\$575.00 FX	0.00 NM	2	\$1,150.00
	nd Date	Weekdays	Spots/Week	Rate	Rating						
	1/05/12 1/12/12	- ТWГF - Т	1	\$575.00 \$575.00	0.00 0.00						
E 36 WPTV 10/30/12		M-F 5-530p M-F 5-530p	СМ	5-530p	МГЖГБ	:30	1 \$	1,600.00 FX	0.00 NM	1	\$1,600.00
	nd Date 1/05/12	<u>Weekdays</u> MTWTF	Spots/Week 1	Rate \$1,600.00	Rating 0.00						
E 37 WPTV 10/30/12	11/05/12	M-F 530-6p M-F 530-6p	СМ	530-6p	МГWГF	:30	2	\$950.00 P-1	0.00 NM	2	\$1,900.00
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
	1/05/12	MTWTF	2	\$950.00	0.00						
Spot Ch Date Range 3 WPTV 10/30/12-1		escription	Start 530-	/End Time	_	<u>'eekdays</u> ГWThF	Leng		Rtg Type 0.00 NM		
See MG 37.5	1/U3/12 IVI	-r 530-6p	530-	oρ	IVI	I WI IIF		30 (\$950.00)	0.00 /1///		
[equal access]											
5 NPTV 11/02/12-1	1/02/12 M	-F 5-530p	5-53	0p		F	:3	80 \$950.00	0.00 NM		
MG for 37.3 11	/02										
E 38 WPTV 10/30/12	11/04/12	M-F 630-7p M-F 630-7p	СМ	630-7p	- ТWГF	:30	1 \$3	3,000.00 FX	0.00 NM	1	\$3,000.00
	nd Date	Weekdays - TWTF	Spots/Week	Rate	Rating						
	1/04/12			\$3,000.00	0.00 S-	.20	1	¢600 00 D 1	0.00 NM	4	<u></u>
E 39 WPTV 10/30/12	11/05/12	Sa 7p News Sa 7p News	CM	7-730pm	5-	:30	1	\$600.00 P-1	U.UU NIVI	1	\$600.00
	nd Date 1/05/12	Weekdays	Spots/Week 1	Rate \$600.00	Rating 0.00						
Spot Ch Date Range		escription	•	/End Time		eekdays	Leng	th Rate	Rtg Type		
3 WPTV 10/30/12-1	1/05/12 S	a 7p News	7-73	0pm	= -	Sa	:3	30 (\$600.00)	0.00 <i>NM</i>		
See MG 39.4	ומני										
[Sports Late-Ri 4 NPTV 11/06/12-1	-	-F 4n-5n	4-5p			Γ		80 \$600.00	0.00 NM		
(f) MG for 39.3 11		т тр ор	тор		_ ·			ο φοσο.σσ	0.00 14141		
sports late run											
E40 WPTV 10/30/12	11/05/12	Monday Prime C Revolution	CM	10-11p	М	:30	1 \$	1,800.00 P-1	0.00 NM	1	\$1,800.00
	nd Date	Weekdays M	Spots/Week	Rate	Rating						
	1/05/12			\$1,800.00	0.00	.20	4 04	0 500 00 FV	0.00 NIM	4	#0.500.00
E 43 WPTV 10/30/12		rock center		10-11p	T	:30	1 \$4	2,500.00 FX	0.00 NM	1	\$2,500.00
	nd Date 1/05/12	Weekdays	Spots/Week 1	Rate \$2,500.00	Rating 0.00						
E 46 WPTV 10/30/12				10-11p	S-	:30	1	\$425.00 FX	0.00 NM	1	\$425.00
5	, 55, 12	lawℴ:svu	5	P	5	.55	•	Ţ. <u>2</u> 0.30 1 /	0.00 1111		ψ / 2 0.00
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						

WPTV

Print Date: 11/15/12

Page 4 of 4

Contract / Revision 3

Contract / Revision 315549 Flight Dates 10/30/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 10/22/12/ 11/05/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Presid Product 95-Obama for America OFA Estimate # 1897

Ln Ch	Start	End	Inventory Code	Prook	Start/End	Time Davs	Len Sp	oto	Rate Pri	Dta Tuna	Tota	
LII CII	Start	Eliu	inventory Code	Dieak	Start/End	Time Days	Len Sp	JIS	Rate FII	Rtg Type	Spois	Amount
E46 WPTV	10/30/12	11/05/12	Saturday Prime C	CM	10-11p	S-	:30	1 \$	425.00 FX	0.00 NM	1	\$425.00
			lawℴ:svu									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	30/12	11/05/12	S-	1	\$425.00	0.00						
Spot Ch	Date Ran	nge D	escription	Star	/End Time		Weekdays	Length	n Rate	Rtg Type		
3 WPTV	10/30/12	-11/05/12 S	aturday Prime C	10-1	1p		Sa-	- :30	(\$42 <u>5.00)</u>	0.00 NM		
See	e MG 46.4	1	•									
4 NPTV	11/03/12	-11/03/12 N	BC Saturday Prime	e 9-11	р	(9:00 PM-11:00	Sa-	- :30	\$425.00	0.00 NM		
⊕ MG	for 46.3	11/03										
[pg	m change	to Movie: F	Rudy]									
4 NPTV M MG	11/03/12- 6 for 46.3	- -11/03/12 N 11/03	•	e 9-11	p	(9:00 PM-11:00	Sa-	- :30	\$425.00	0.00 NM		

Totals 28 \$30,400.00